

**This coupon**

saves you 3c on a yard

Cut out this coupon, bring it to our store, and buy 12½c Dress and Apron Gingham—

Sale price 9½c with this coupon 6½c yd. 6 yards limit with coupon.

**Extra Help**

**Wanted!**

To Wait on the Crowds During this Sale.

**The Greatest of All Sales**

Of extraordinary importance to every man, woman and child in East Jordan and vicinity. The sale that will make your dollars reach their

utmost limit in purchasing power.

**Store Closed**

**All day Friday**

August 4th

To Prepare and Mark Down Goods for This Sale.

**This coupon**

saves you 4c

Cut out this coupon, bring it to our store, and buy a beautiful flowing-end Men's Four-in-hand Tie—former price 25c

Sale price 19c with this coupon 15c each. 3 to a customer limit with coupon.

# GREAT SACRIFICE SALE

## BEGINS ON SATURDAY, AUG. 5TH, AT 8:30 A. M.

**This coupon**

saves you 3c on a yard

Cut out this coupon, bring it to our store, and buy 36-inch beautiful Flowered Curtain Cloth—12½c value

Sale price 9c yard with this coupon 6c yd. 5 yards limit with coupon.

**This coupon**

saves you 8c

Cut out this coupon, bring it to our store, and buy a pair of Boy's Knee Pants—formerly 50c

Sale price 37c with this coupon 29c pr. Sizes running up to 12 only. 1 pair to customer limit with coupon

**Red Tags and Red Tickets**

They Point To Bargains Here, There and Everywhere in our Store.

# THE LEADER

**This Sale Includes Everything in our**

**Store** Early Fall Showings at This Sacrifice Sale.

**Coupons! Coupons!**  
**Extra Special Coupon Offerings.**

You can gain big savings on staple goods by cutting out coupons from this circular. Every department in our store will represent a number of these coupon inducements which we know will appeal with force to the prudent and most economical buyer. These coupon specials are good any day during this sale and are added attractions to the scores and hundreds of saving prices we quote during this sale. Consult your best interests and attend this sale early.

Everything comes to those who wait. You have waited. We have waited. Several big factories notified us sometime ago that they would be ready for us with lucky purchasings by the end of July. And here is where we took advantage of the biggest sacrifice purchases consisting of Men's and Ladies' Ready-to-wear Garments and Dry Goods, Clothing, Gent's Furnishing Goods and Shoes, and in combine with our own mammoth summer stock which will be gone through and prices cut so deep that it will give great joy to the most economical shopper attending this Sacrifice Sale.

This is not a sale on some old out-of-date goods, but every item quoted is merchandise of the latest fad, summer 1916 showings. We don't allow it to accumulate as our motto has always been Quick Sales, Small Profits.

**We Are Not Misleading---**

**This Is A TRUE SALE.**

**Here is a suggestion:**

Take time to read this large circular through. Write down on paper the articles that appeal to your interest. Bring the list with you and compare goods and prices.

We guarantee you will find every article as advertised.

**Great Sacrifice Sale on**

M, V, M, D, SUITS

**Summer Dress Goods**

**Follow the Crowd** and be one of the first customers entering our doors at beginning of this sale.  
**FREE! FREE!** Ten Beautiful Presents will be given away free to the first ten customers entering our doors Saturday morning, Aug. 5th, at 8:30. Presents contain values